

Fig. 1

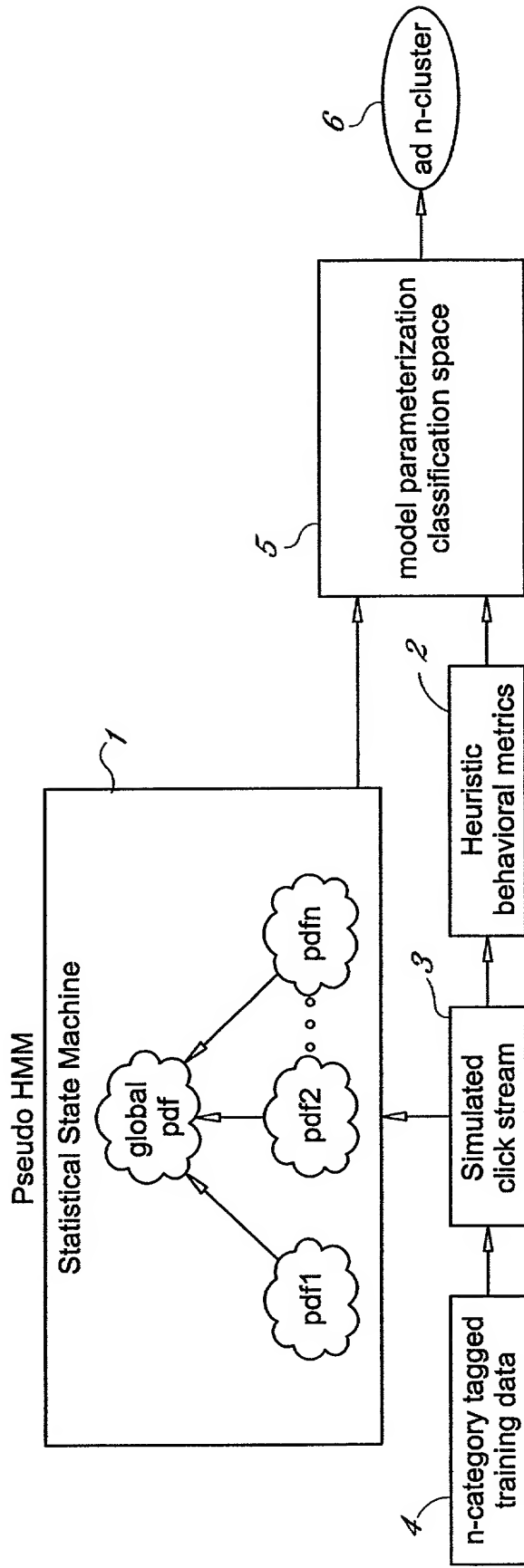


Fig. 2

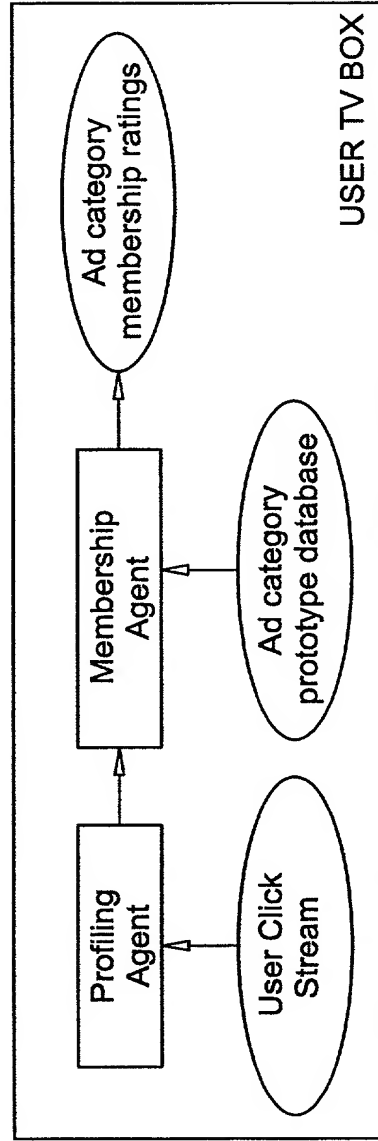
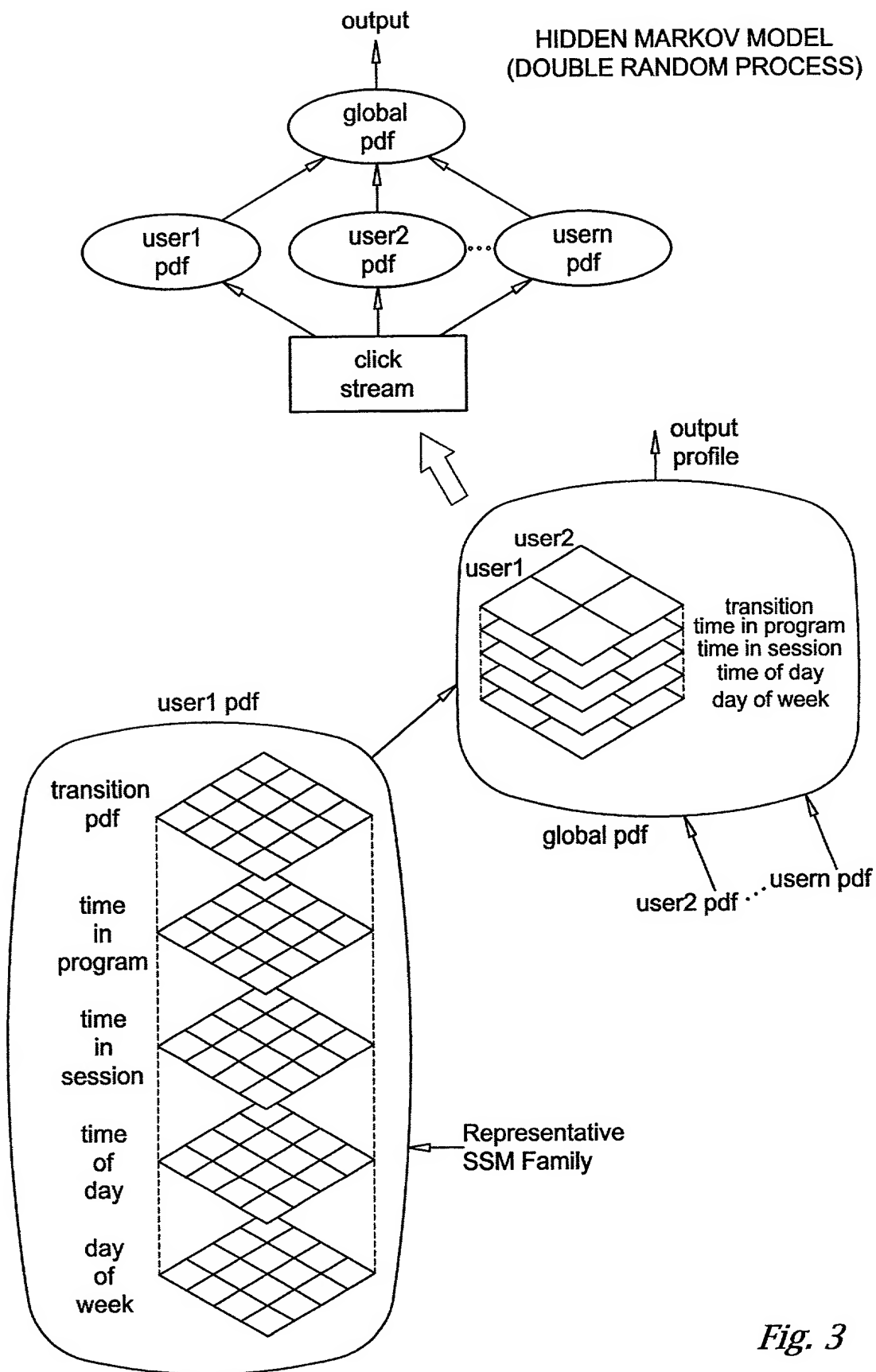
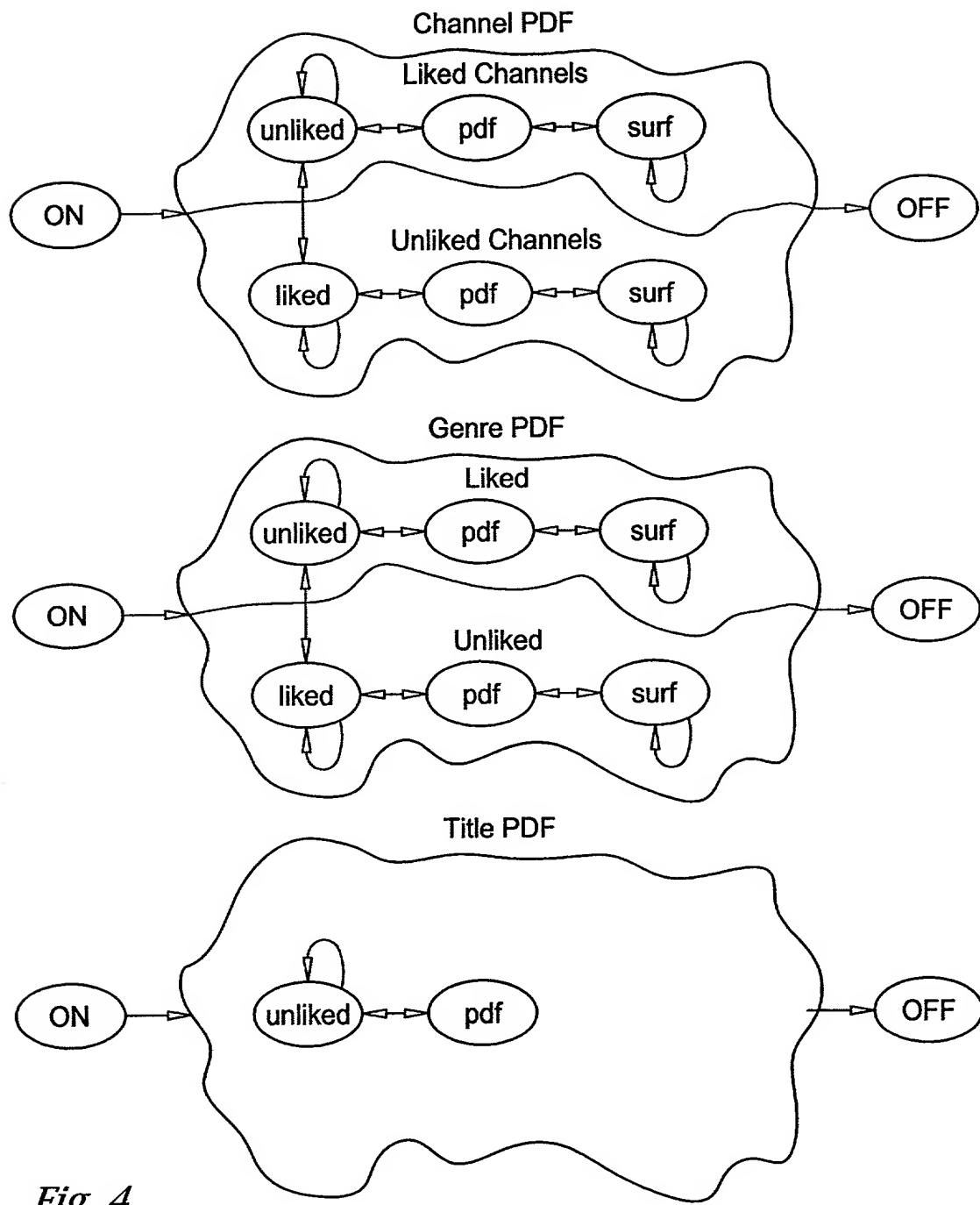


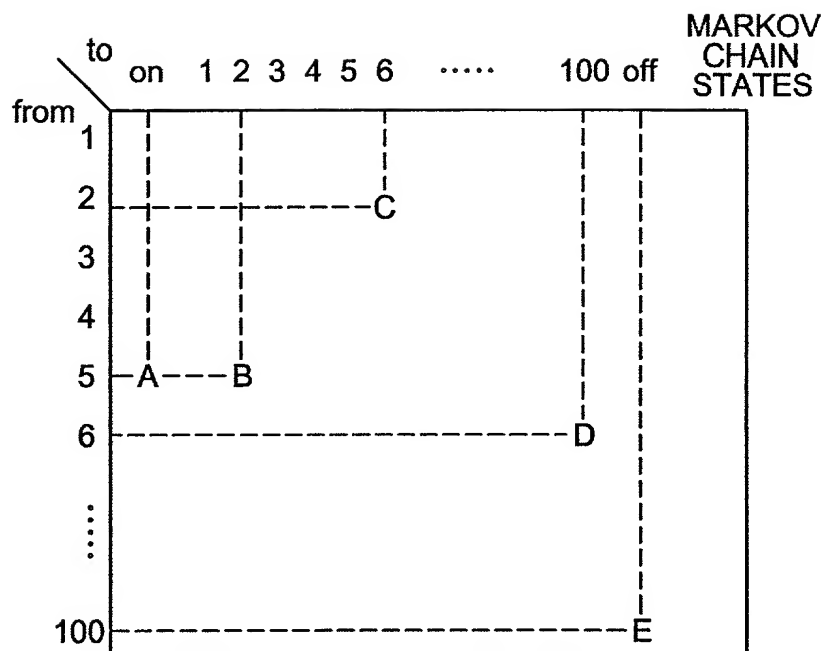
Fig. 8



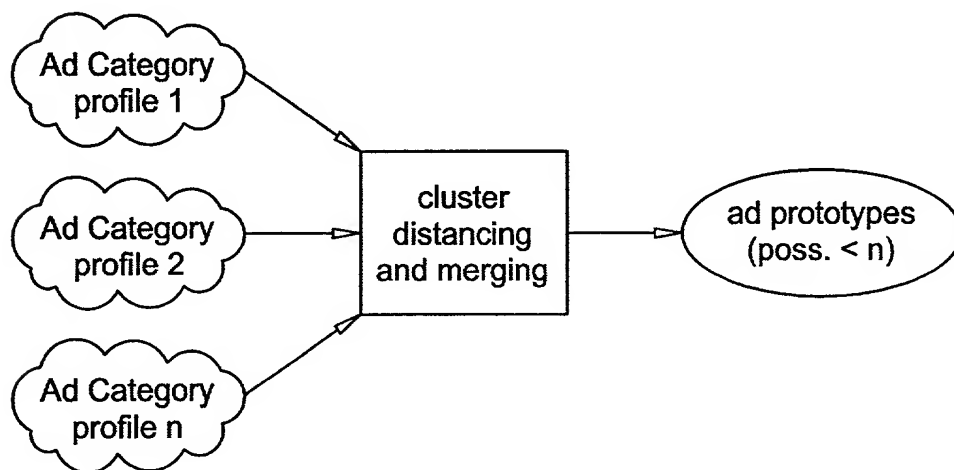
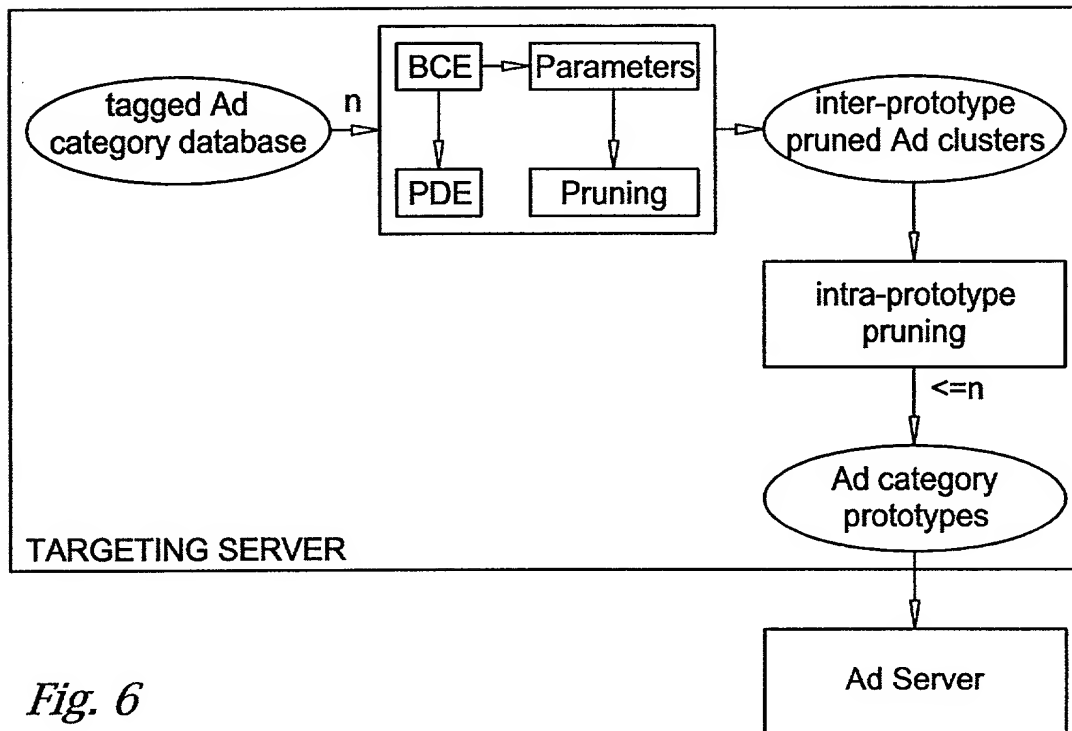
*Fig. 3*



*Fig. 4*



*Fig. 5*



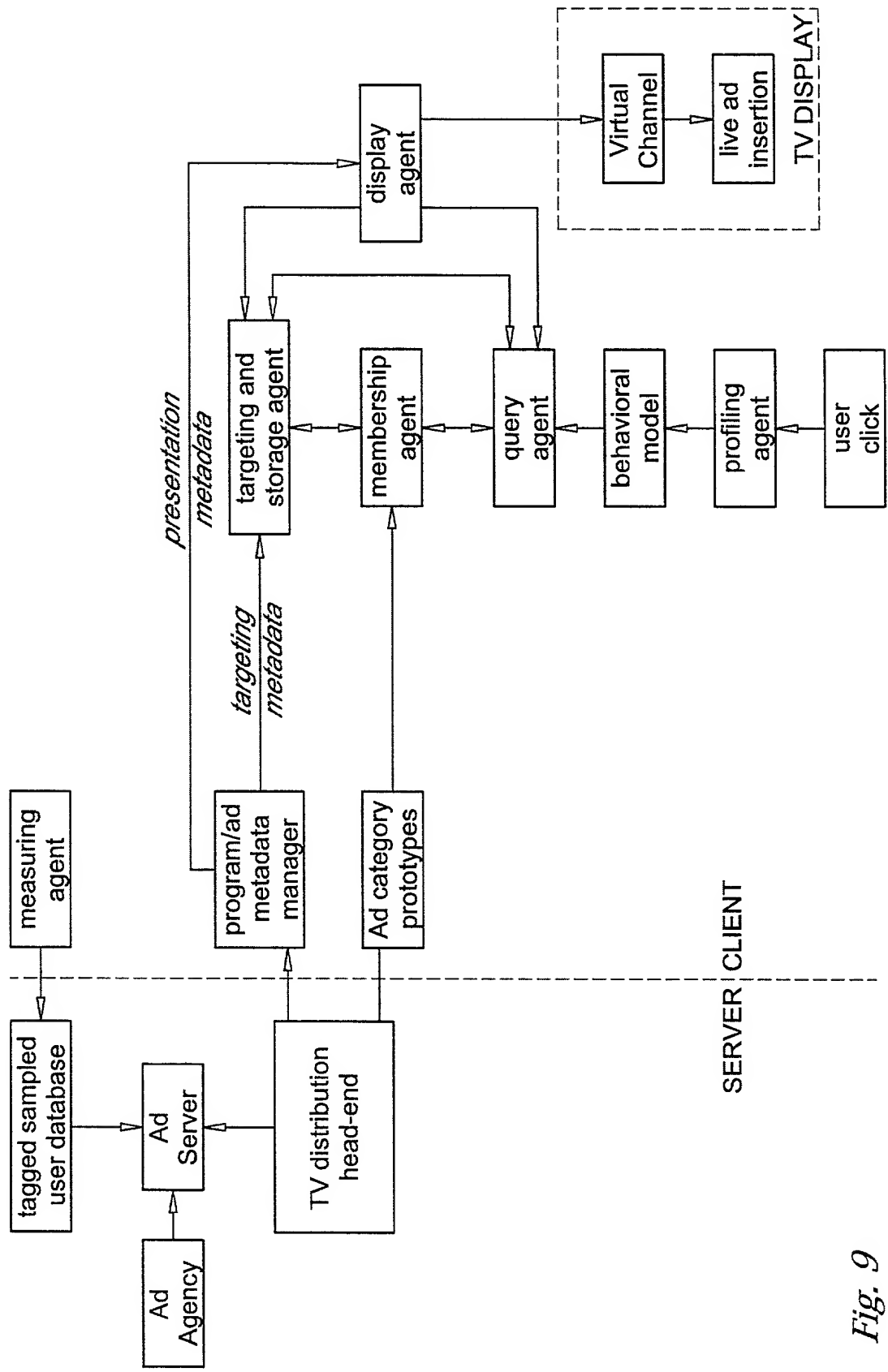


Fig. 9

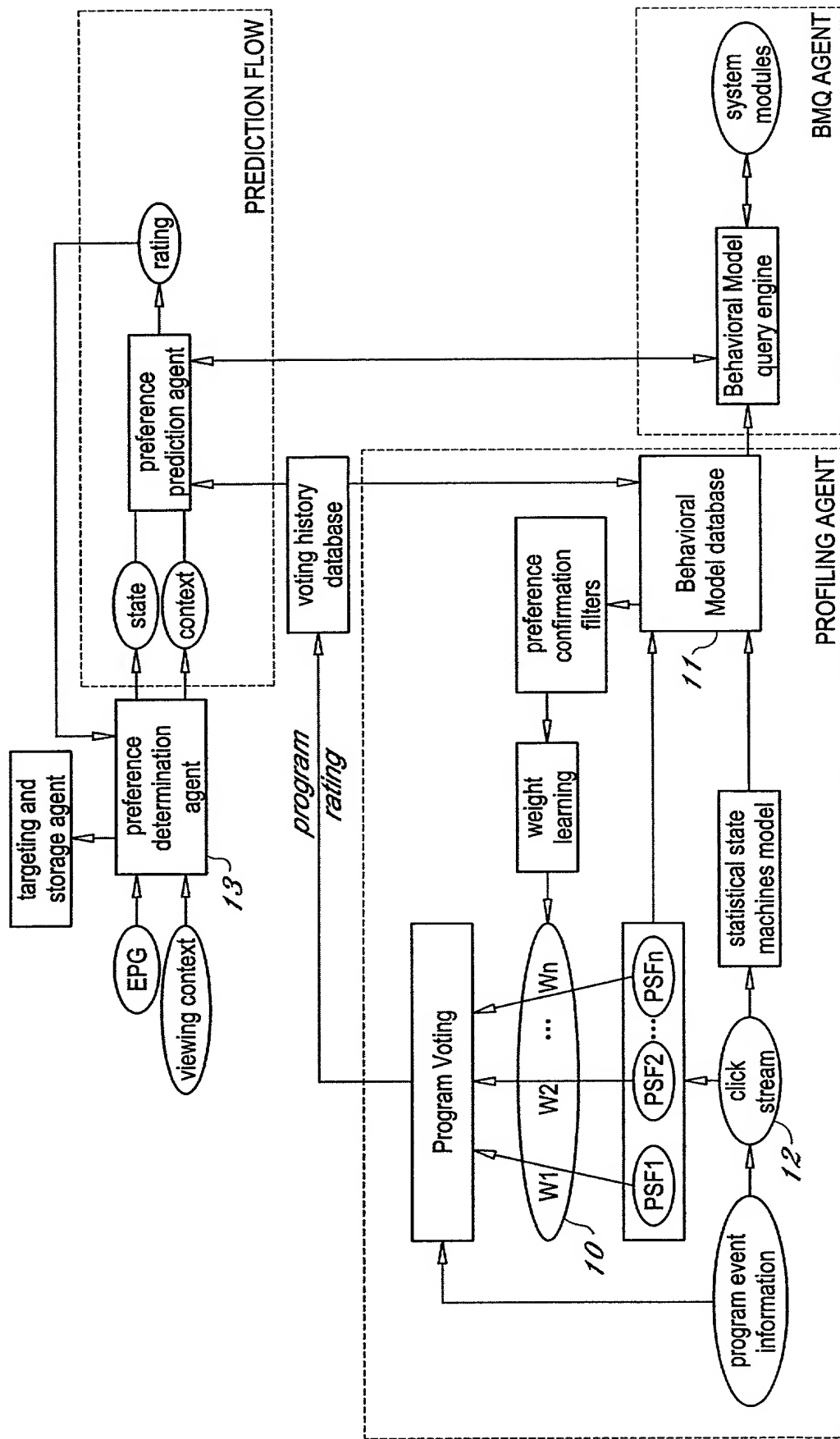


Fig. 10



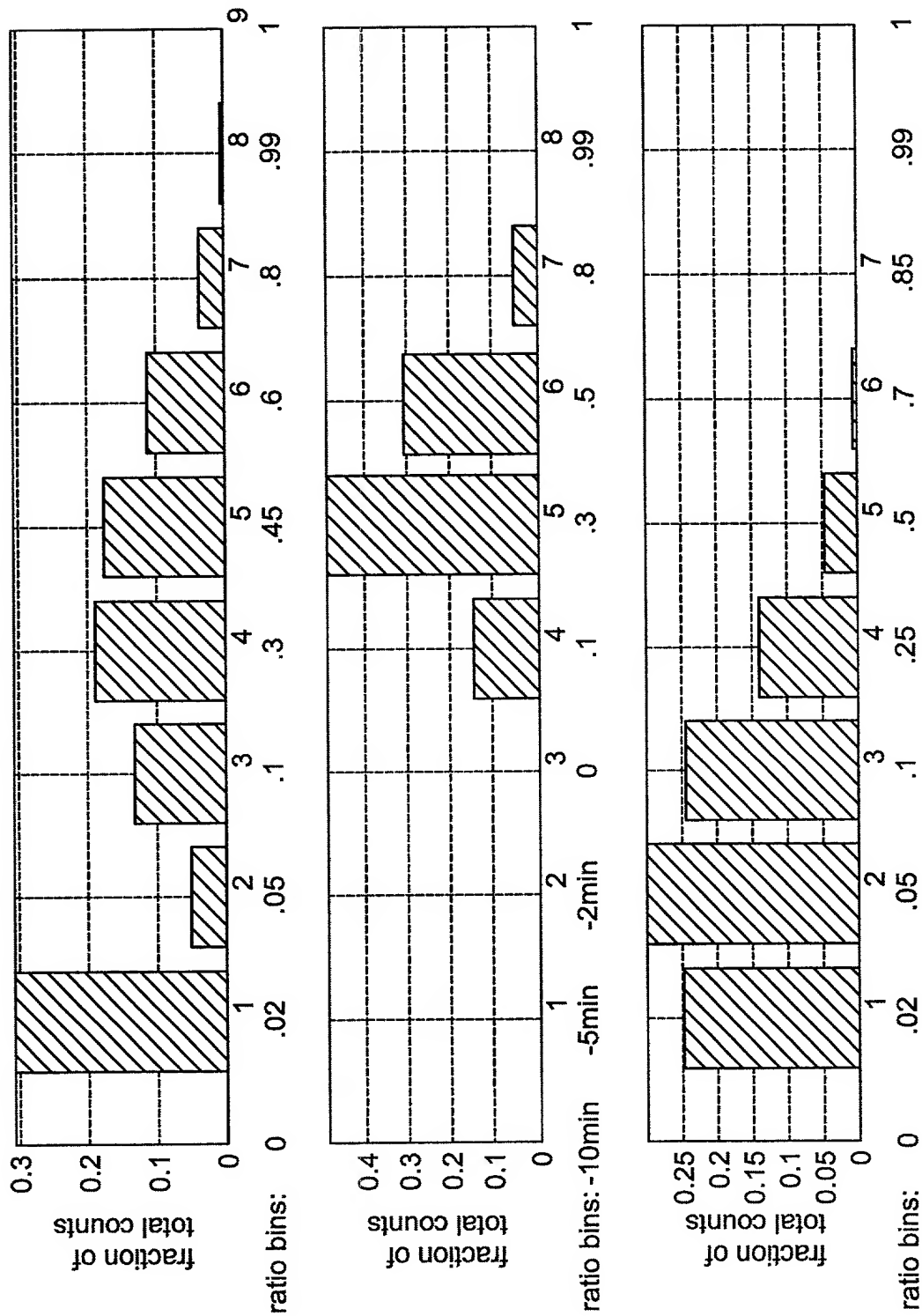


Fig. 11

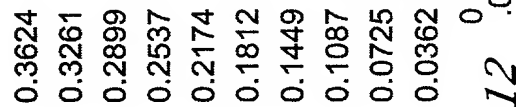
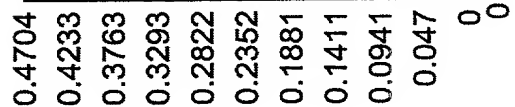
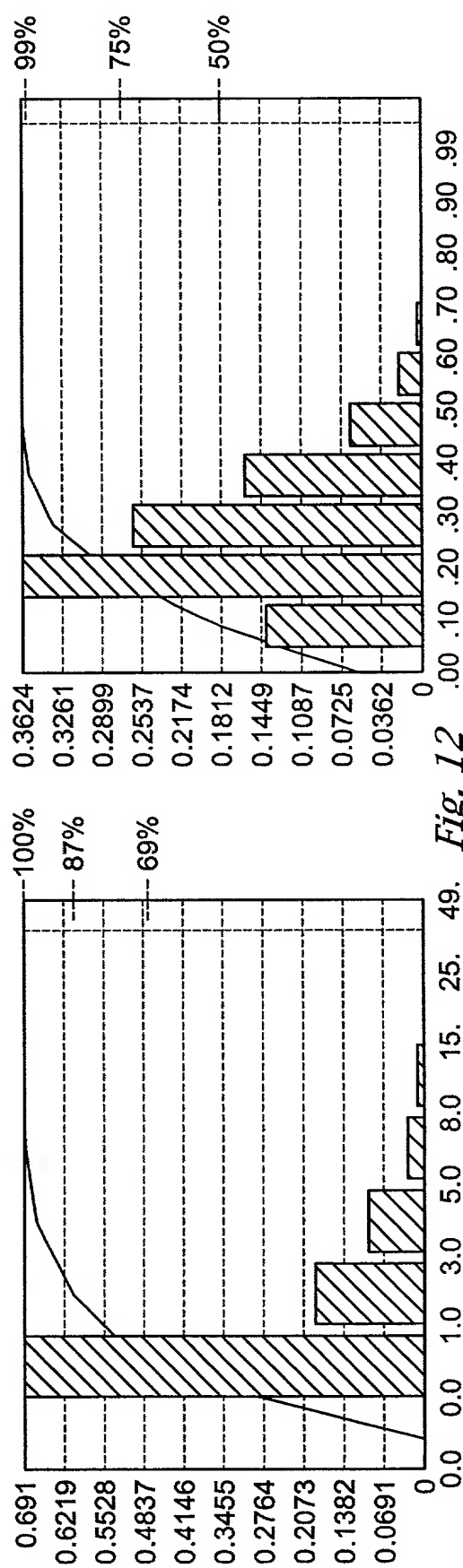
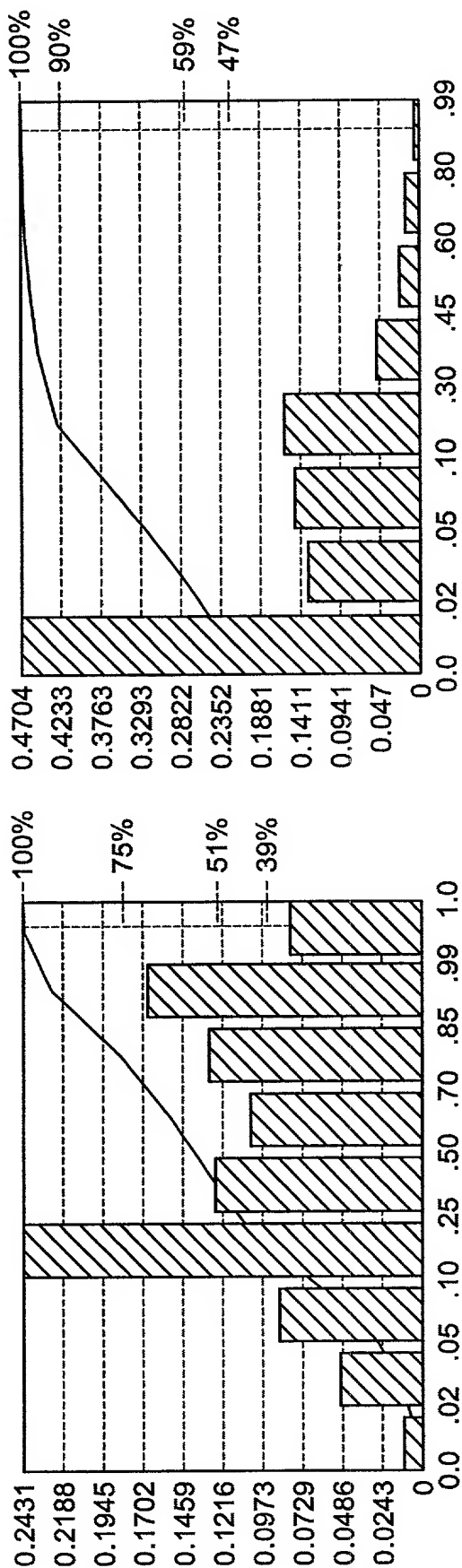
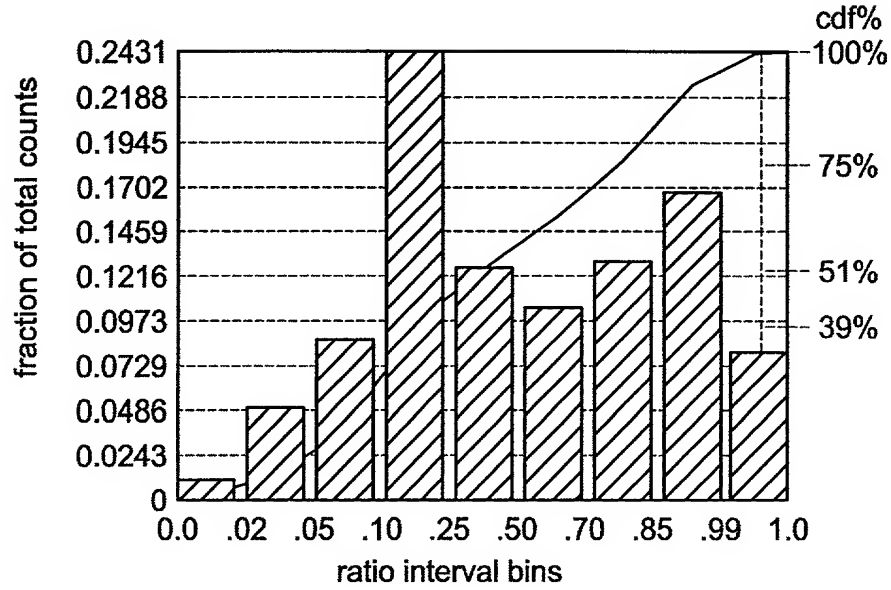


Fig. 12

1657 user, program hopping time-watched/time-available



1657 user, time hopped away before returning to program ratio:HopdT/time-available

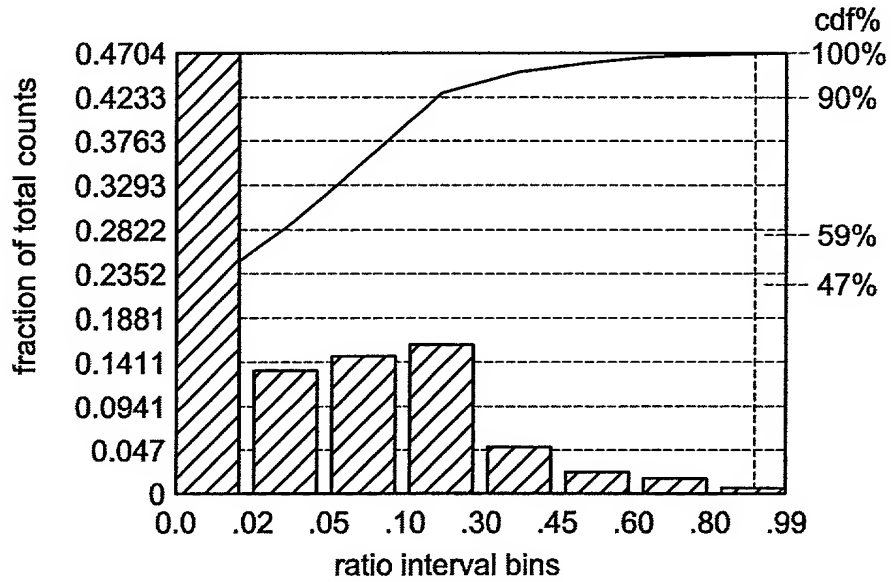
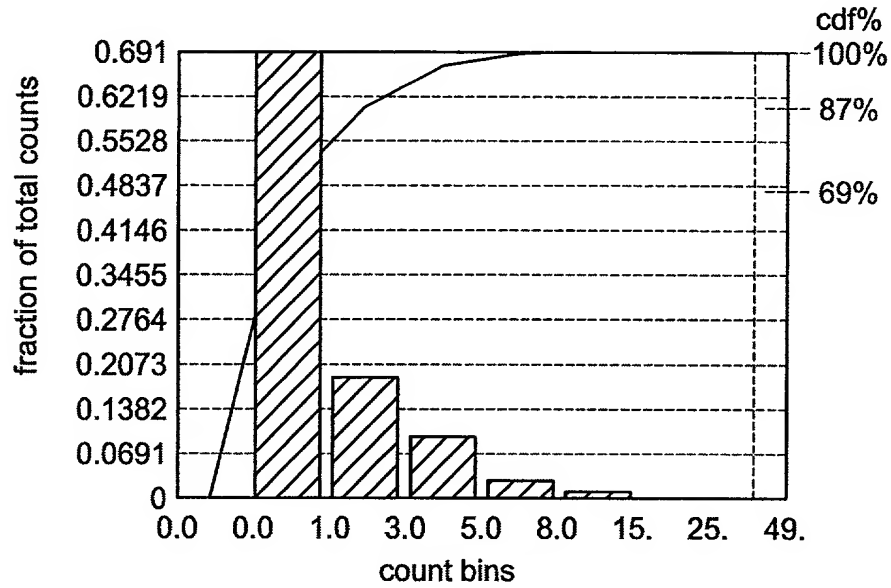


Fig. 12A

1657 user, number of times hopping away during program



multi-viewer household alone/coviewing ratio

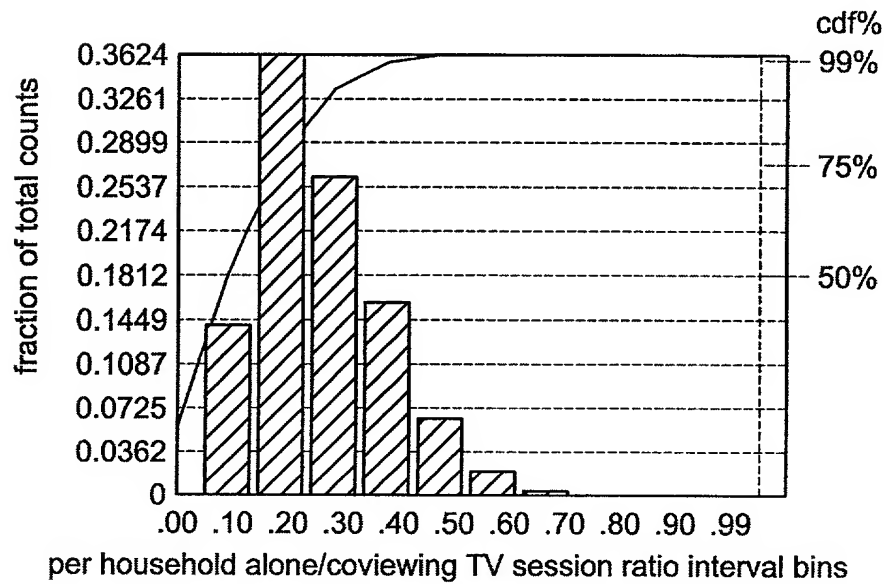


Fig. 12B

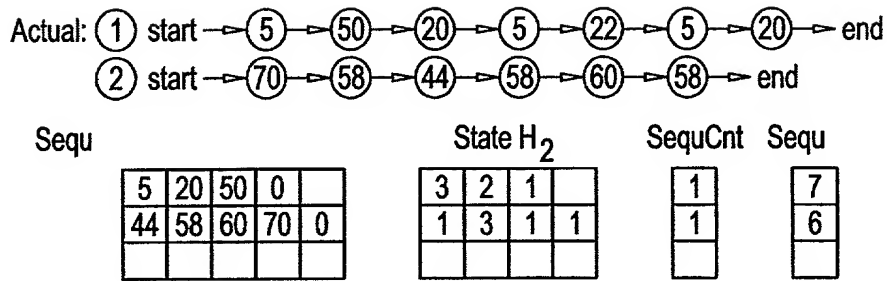


Fig. 13A

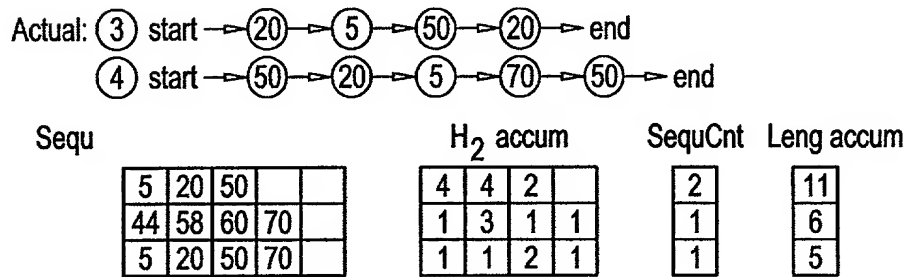


Fig. 13B

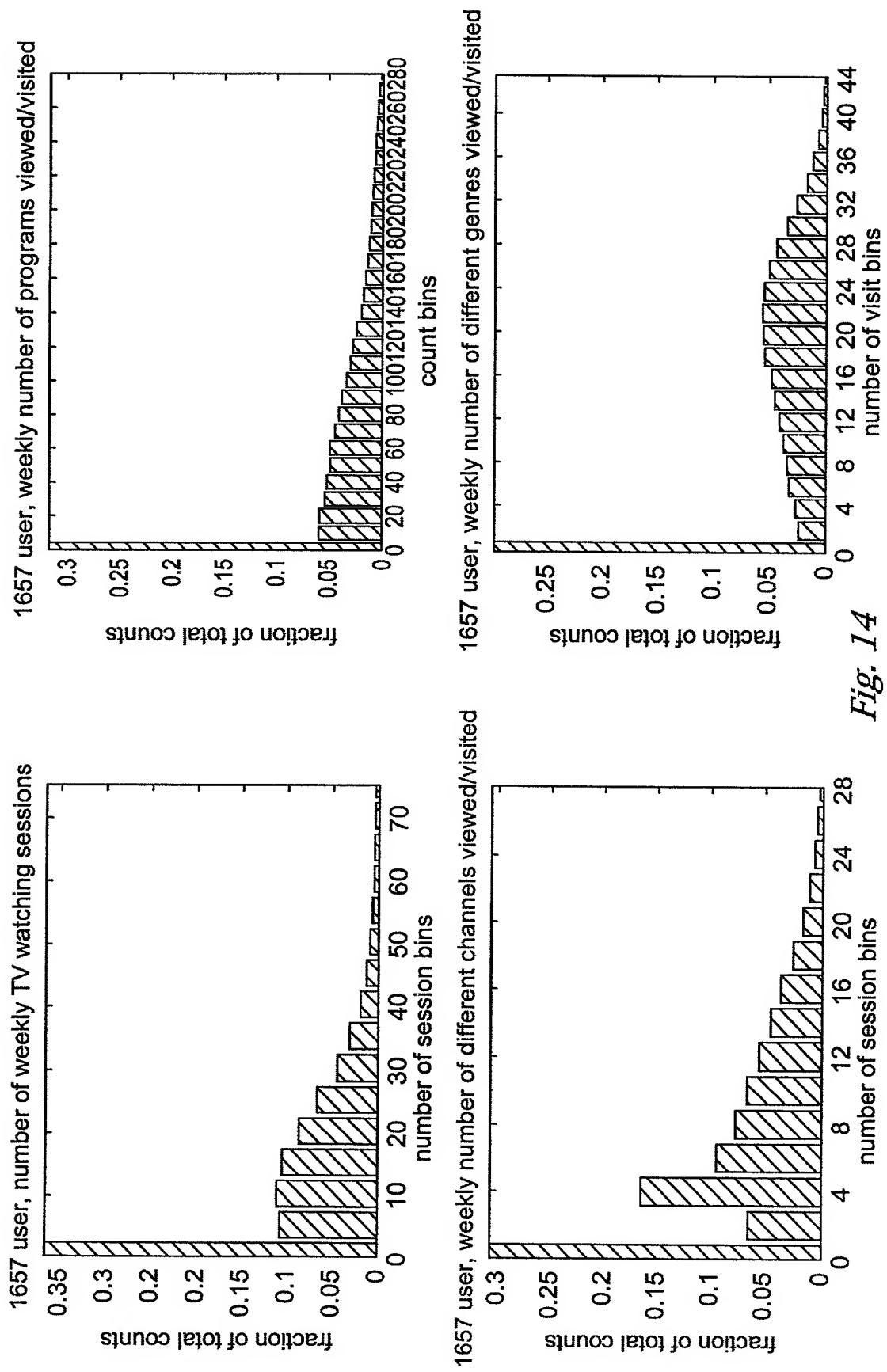


Fig. 14

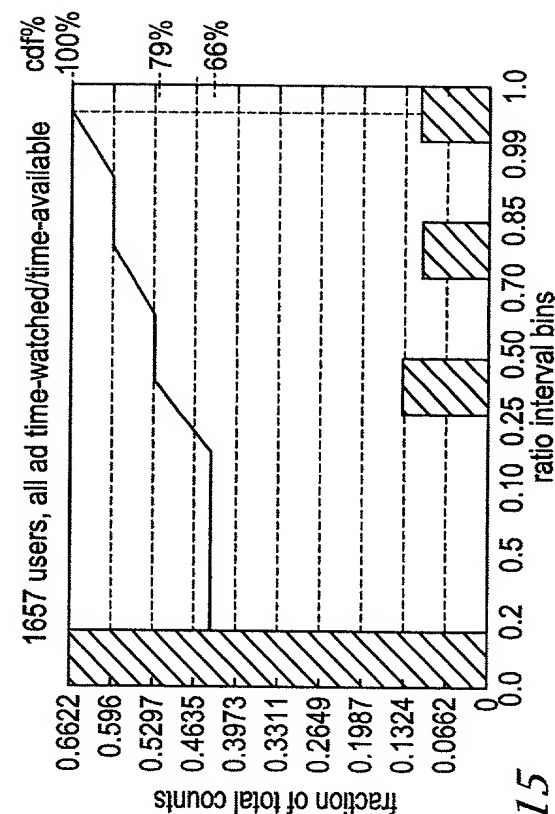
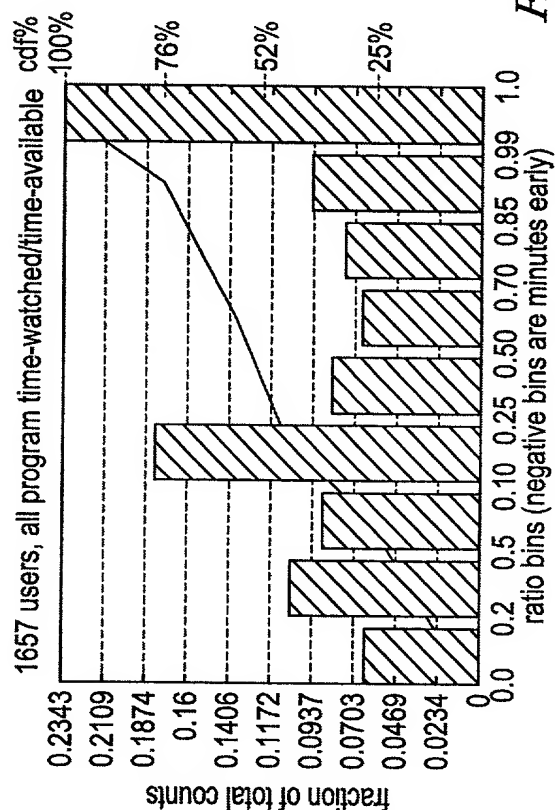
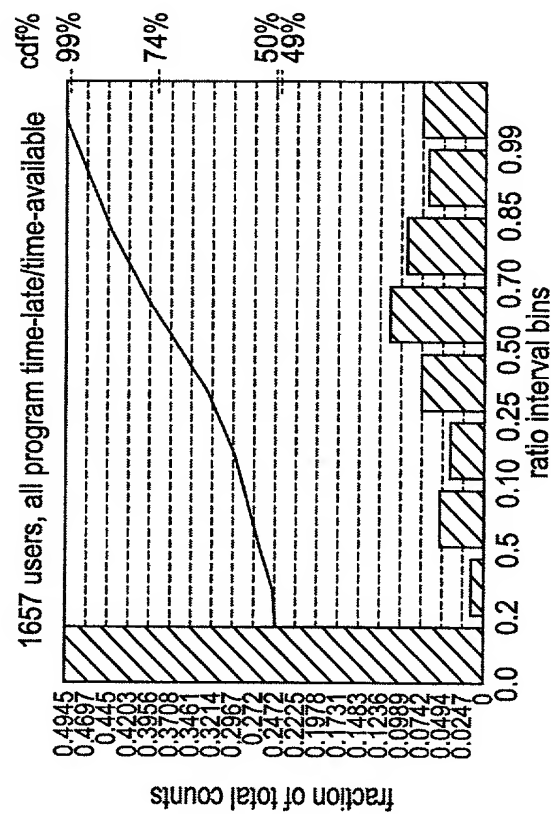
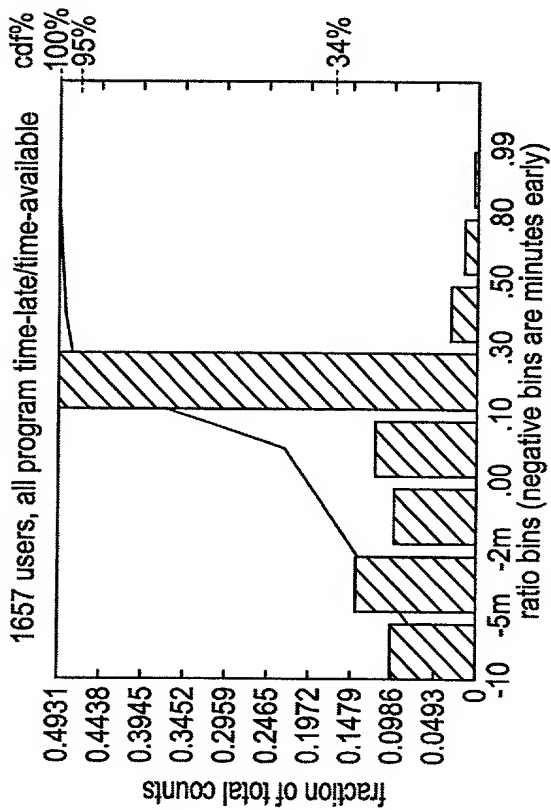


Fig. 15